

S/N 09/704,196

Response to Office Action Dated 04/01/2005

In the Claims

1. (Currently Amended) A system comprising:

a plurality of web servers, ~~each storing a plurality of web pages and returning selected~~ configured to return first content ~~ones of the plurality of web pages to a plurality of requesting client devices;~~

a central logging server ~~coupled to the plurality of web servers;~~

wherein the returned content ~~each of the plurality of web pages for which centralized logging is desired~~ includes a reference to second content stored on ~~from~~ the central logging server; and

wherein the central logging server logs requests for the first content in response to requests for the second content ~~accesses to the plurality of web servers upon receipt, from the requesting client devices, of a request for the content.~~

2. (Currently Amended) A system as recited in claim 1, wherein the plurality of web servers, the central logging server, and the plurality of requesting client devices are communicatively coupled together ~~via the Internet.~~

3. (Currently Amended) A system as recited in claim 1, wherein the reference has embedded therein information identifying the first content ~~usage of the web by a user initiating a request for a web page.~~

4. (Currently Amended) A system as recited in claim 1, wherein the central logging server ~~further~~ logs information received in ~~a cookies~~ accompanying the requests for the second content.

S/N 09/704,196

Response to Office Action Dated 04/01/2005

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2 5. (Original) A system as recited in claim 1, wherein the reference
3 comprises a Hypertext Markup Language (HTML) tag.
4

5 6. (Currently Amended) A system as recited in claim 1, wherein each
6 of the plurality of web servers further logs information regarding the request for
7 the first content locally.
8

9 7. (Currently Amended) A system as recited in claim 1, wherein the
10 references ~~comprises a references~~ to one or more ~~a-transparent~~ graphic images.
11

12 8. (Currently Amended) A method comprising:
13 receiving ~~a-requests~~ for a document first content; and
14 returning, in response to the requests, the requested first content, wherein
15 said first content includes ~~document including a~~ reference to second content that
16 causes information regarding the request for the first content ~~document~~ to be
17 logged at a remote logging server.
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19 9. (Currently Amended) A method as recited in claim 8, wherein the
20 references to the second content refer ~~comprises a reference~~ to content stored
21 from available from the remote logging server.
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S/N 09/704,196

Response to Office Action Dated 04/01/2005

1 10. (Currently Amended) A method as recited in claim 8, wherein the
2 ~~second content comprises~~reference comprises a reference to a transparent graphic
3 image.

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5 11. (Currently Amended) A method as recited in claim 8, wherein the
6 ~~second content comprises~~reference comprises a reference to one or more a graphic
7 images located at the remote logging server.

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9 12. (Canceled)

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11 13. (Canceled)

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13 14. (Original) A method as recited in claim 8, wherein the reference
14 comprises a Hypertext Markup Language (HTML) tag.

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16 15. (Currently Amended) A method as recited in claim 8, wherein the
17 second content ~~document~~ comprises a web page.

18
19 16. (Original) One or more computer-readable memories containing a
20 computer program that is executable by a processor to perform the method recited
21 in claim 8.

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23 17. (Canceled)

S/N 09/704,196

Response to Office Action Dated 04/01/2005

1	18.	(Canceled)
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3	19.	(Canceled)
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5	20.	(Canceled)
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9	22.	(Canceled)
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11	23.	(Canceled)
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13	24.	(Canceled)
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15	25.	(Canceled)
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17	26.	(Canceled)
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19	27.	(Canceled)
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23	29.	(Canceled)
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S/N 09/704,196

Response to Office Action Dated 04/01/2005

1 30. (Canceled)

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3 31. (Canceled)

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5 32. (Canceled)

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7 33. (Canceled)

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9 34. (Canceled)

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11 35. (Canceled)

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13 36. (Canceled)

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15 37. (Canceled)

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17 38. (Canceled)

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19 39. (Currently Amended) A ~~computer readable medium~~ method for
20 centralized network usage tracking, comprising: having stored thereon a web page,
21 the web page including portions that, when interpreted by a plurality of
22 instructions being executed by one or more processors, causes the plurality of
23 instructions to perform acts including:
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S/N 09/704,196

Response to Office Action Dated 04/01/2005

1 configuring a webpage to include a tracking tag, wherein the tracking tag
2 comprises information about transmission of the webpage from a server to a client;
3 transmitting, in response to a request by the client, the webpage including
4 the tracking tag from the server to the client;

5 rendering the webpage on the client, wherein the rendering comprises
6 requesting delivery, by a logging server, of content identified by the tracking tag;
7 and

8 receiving the tracking tag at the logging server and logging the information
9 included within the tracking tag.

10 ~~indicating to a centralized logging server that a web server hosting the web~~
11 ~~page has been accessed.~~

12
13 40. (Currently Amended) ~~A computer readable medium as recited in~~
14 ~~claim 39, wherein the plurality of instructions comprises a web browser. The~~
15 method of claim 39, wherein the tracking tag additionally comprises:

16 parameters, comprising identification of the server.
17

18 41. (Currently Amended) ~~A computer readable medium as recited in~~
19 ~~claim 39, wherein one of the portions includes a reference to content stored on the~~
20 ~~centralized logging server, and wherein the indicating comprises requesting the~~
21 ~~content from the centralized logging server.~~

22 The method of claim 39, wherein configuring the webpage to include the
23 tracking tag comprises:
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S/N 09/704,196

Response to Office Action Dated 04/01/2005

1 locating the tracking tag at the end of the webpage outside of formatting of
2 the webpage.

3
4 42. (Currently Amended) ~~A computer readable medium as recited in~~
5 ~~claim 41, wherein the reference includes information regarding what content was~~
6 ~~being rendered as part of the web page.~~

7 The method of claim 39, wherein logging the information on the tracking
8 tag is performed by the logging server for tracking tags sent by a plurality of
9 servers to a plurality of clients.

10
11 43. (Currently Amended) ~~A computer readable medium as recited in~~
12 ~~claim 41, wherein the reference includes information identifying the web server.~~

13 The method of claim 39, additionally comprising:

14 sending a trivial response from the logging server to the client to minimize
15 resource expenditures by the client in rendering the response.

16
17 44. (Currently Amended) ~~A computer readable medium as recited in~~
18 ~~claim 39, wherein one of the portions includes a reference to content stored on~~
19 ~~another web server. The method of claim 39, wherein the rendering additionally~~
20 comprises:

21 displaying portions of the webpage;

22 receiving a trivial response from the logging server in response to the
23 requested delivery; and

24 rendering the trivial response.
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S/N 09/704,196

Response to Office Action Dated 04/01/2005

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45. (Canceled)